What is claimed is:

1.   A client administrative server used in a member card administration system which uses a rewritable card, said server comprising;

communication means for sending and receiving data via a computer network,

private information administration means for recording and administering in a private information database, private information of clients containing client ID, contained in data received by said communication means, and

service point administration means for relating service point information of clients contained in data received by said communication means to client information and shop information, and recording and administering this in a service point database.

2.   A client administrative server according to claim 1, wherein there is provided purchase history administration means for relating purchase history information of clients contained in data received by said communication means to client information and recording and administering this in a purchase history database.

3.   A client administrative server according to claim 1, wherein there is provided service information administration means for relating service information of shops contained in data received by said communication means to shop information, and recording and administering this in a service information database.

4.   A client administrative server according to claim 1, wherein there is provided service information generation means for selecting recorded contents of said service information database using product information stored in said purchase history database,

and creating and transmitting service information for each client to an address recorded

5   in said private information database.

5.   A client administrative server according to claim 1, wherein said private information

administration means compares a client password contained in data received by said

communication means with a client password recorded in said private information

database, with respect to a reissue command for a service card, and in the case where

5   both match, transmits a reissue permit command.

6.   A shop terminal which is connectable by communication to a client administrative

server according to claim 1, comprising;

        communication means for sending and receiving data via a computer network,

        data input means for inputting information of client ID and password to a user,

5   purchased product input means for inputting information of products which a

client has bought to a user,

        service rule administration means for administering information showing a

proportion of points to purchased amount recorded in a service rule database,

        purchase history creation means for creating purchase history information of

10   products which a client has bought from product information input to said purchased

product input means,

        a point information creation means for creating service point information

corresponding to the purchased amount of products which a client has bought, based on

the proportion of points to purchased amount recorded in said service rule database, and

15   client administration means for sending together with said client ID and

password, said purchase history information and said service point information, and also

shop ID by means of said communication means.

7.   A shop terminal according to claim 6, wherein there is provided card read and write means capable of reading out a client ID from said rewritable card at the time of service card use, and writing a client ID to said rewritable card at the time of service card reissue.

8.   A shop terminal according to claim 6, wherein there is provided client information retrieval means for transmitting a client information retrieve command by said communication means, and receiving replied client information and recording this in a client information recording file.

9.   A user terminal which is connectable by communication to a client administrative server according to claim 1 comprising;

        communication means for sending and receiving data via a computer network,

        data input means for inputting information of client ID or password to a user,

        use state retrieval means for sending a use state retrieve command together with said client ID or password, and receiving a replied use state, and recording this in a use state recording file, and

        service information retrieval means for sending a service information retrieve command together with said client ID or password, and receiving replied service information, and recording this in a service information recording file.

10.   A user terminal according to claim 9, wherein instead of said data input means, there is provided card read and write means capable of reading out a client ID from said

rewritable card at the time of service card use, and writing a client ID to said rewritable card at the time of service card reissue.

11.   A member card administration system which uses a rewritable card, connected via a computer network, and containing;

      a client administrative server according to claim 1,

      a shop terminal according to claim 6, and

      a user terminal according to claim 9.

12.   A member card administration method, which uses a rewritable card wherein, a client administrative server side contains;

      a communication process for sending and receiving data via a computer network,

      a process for recording and administering private information of clients which contains client ID, contained in data received by said communication means, in an private information database, and

      a process for relating service point information of clients contained in data received by said communication means to client information and shop information, and storing and administering this in a service point database,

and a shop terminal side contains;

      a communication process for sending and receiving data via a computer network,

      a process for inputting information of client ID and password to a user,

      a process for inputting information of products which a client has bought to a user,

a process for administering information showing a proportion of points to purchased amount stored in a service rule database,

a process for creating purchase history information of products which a client

20   has bought from product information input to said purchased product input means,

a process for creating service point information corresponding to purchased amount of products which a client has bought based on a proportion of points to purchased amount recorded in said service rule database, and

a process for sending together with said client ID and password, said purchase

25   history information and said service point information, and also shop ID,

and a user terminal side contains;

a communication process for sending and receiving data via a computer network,

a process for inputting information of client ID or password to a user,

30   a process for sending a use state retrieve command together with said client ID and password, and receiving a replied use state and recording this in a use state recording file, and

a process for sending a service information retrieve command together with said client ID or password, and receiving replied service information and recording this in a

35   service information recording file.

13.   A computer readable recording medium recorded with a program for a client administrative server side used in member card administration which uses a rewritable card, wherein said program comprises:

a communication process for sending and receiving data via a computer

5   network,

a process for recording and administering private information of clients which contains client ID, contained in data received by said communication means, in a private information database, and

a process for relating service point information of clients contained in data

10   received by said communication means to client information and shop information, and recording and administering this in a service point database.

14.   A computer readable recording medium recorded with a program for a shop terminal side used in member card administration which uses a rewritable card, wherein said program comprises:

a communication process for sending and receiving data via a computer

5   network,

a process for inputting information of client ID and password to a user,

a process for inputting information of products which a client has bought to a user,

a process for administering information showing a proportion of points to

10   purchased amount recorded in a service rule database,

a process for creating purchase history information of products which a client has bought from product information input to said purchased product input means,

a process for creating service point information corresponding to the purchased

amount of products which a client has bought, based on the proportion of points to

15 purchased amount recorded in said service rule database, and

a process for sending together with said client ID and password, said purchase

history information and said service point information, and also shop ID.

20 15. A computer readable recording medium recorded with a program for a user

terminal side used in member card administration which uses a rewritable card, wherein

said program comprises:

a communication process for sending and receiving data via a computer

network,

25 a process for inputting information of client ID or password to a user,

a process for sending a use state retrieve command together with said client ID

or password, and receiving a replied use state and recording this in a use state recording

file, and

a process for sending a service information retrieve command together with said

30 client ID or password, and receiving replied service information and recording this in a

service information recording file.